

Message Text

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TAGS: BCOM, TSPA, IT

SUBJ: REQUEST FOR SPACE-RELATED CONSUMER PRODUCTS

1. /SUMMARY/ - THE DEPARTMENT IS REQUESTED TO IDENTIFY CONSUMER AND OTHER PRODUCTS WHICH HAVE RESULTED FROM U.S. SPACE PROGRAM FOR A USIS EXHIBIT TO BE MOUNTED IN ELEVEN ITALIAN CITIES DURING 1974. THE EXHIBIT WILL AIM TO CORRECT MINUNDERSTANDING OF CURRENT SIGNIFICANCE OF SPACE PROGRAM TO AVERAGE MAN AND WILL INCIDENTALLY PROVIDE EXCELLENT FORUM FOR PROMOTION OF US GOODS, PARTICULARLY CONSUMER GOODS.

2. IT IS NOT UNCOMMON IN ITALY TO HEAR THE US SPACE PROGRAM DESCRIBED AS AN EXPENSIVE PRESTIGE VEHICLE OR AS BENEFICIAL ONLY IN THE REALMS OF THE ESOTERIC SCIENCES. USIS ITALY WILL CONTINUE EFFORTS TO CORRECT THIS MISUNDERSTANDING BY MOUNTING IN ELEVEN ITALIAN CITIES DURING 1974 A MOVEABLE EXHIBIT OF THE PRACTICAL BENEFITS WHICH ARE AVAILABLE NOW TO THE AVERAGE CONSUMER AS A DIRECT RESULT OF PRODUCTS DEVELOPED FOR THE US SPACE PROGRAM. THE EXHIBIT WILL OPEN AT THE MARCH 1974 ROME ELECTRONIC AND SPACE SHOW AND WILL THEN MOVE TO THE OTHER CITIES INCLUDING CITIES IN THE INDUSTRIAL QUOTE RED BELT UNQUOTE SUCH AS BOLOGNA. FURTHER DETAILS IN USIS MESSAGE 52, OCTOBER 23, TO USIA/ICS/D - MR. DAVID M. BURNS.

3. WHILE MANY OF THE SPIN-OFFS OF THE SPACE PROGRAM IN THE ELECTRONICS FIELD ARE WELL KNOWN (E.G. MICROCIRCUITS) AND CAN
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BE DISPLAYED AND OTHER ADVANCES LEND THEMSELVES TO PHOTOGRAPHIC

DISPLAY (E.G. WHEATHER AND MAPPING), USIS IS SEEKING TO BRING THE EXHIBIT TO THE PUBLIC ON TERMS WHICH WILL BE OF INTEREST TO THE WORKER AS WELL AS TO THE PROFESSION LEVEL VISITOR. FOR THIS IT BELIEVES THERE WOULD BE SPECIAL ADVANTAGES IN SUPPLEMENTING THE INDUSTRIAL BENEFITS AND PHOTO-ART EVIDENCE ON DISPLAY WITH ACTUAL SAMPLES OF CONSUMER GOODS (E.G. TEFLON COATINGS) WHICH ARE THEMSELVES RESULTS OF THE SPACE PROGRAM OR EXIST ONLY BECAUSE OF CONCEPTS OR MATERIALS DEVELOPED IN SUCH PROGRAM.

4. THE DEPARTMENT IS REQUESTED TO PROVIDE THE EMBASSY WITH THE NAMES AND MANUFACTURERS OF CONSUMER PRODUCTS WHICH SATISFY THE CRITERIA CITED IN PARA 3. IT WOULD BE HELPFUL ALSO TO HAVE A SIMILAR LISTING OF ELECTRONIC AND OTHER INDUSTRIAL PRODUCTS. USIS WOULD THEN CORRESPOND DIRECTLY WITH THE MANUFACTURERS OR THEIR ITALIAN SUBSIDIARIES OR AGENTS TO INVITE DONATION OF SAMPLES FOR DISPLAY.

5. TO ADD ANOTHER DIMENSION TO THE BASIC AIM OF THIS EXHIBIT, PRODUCTS DISPLAYED WOULD BE ACCOMPANIED BY A CARD GIVING A POINT OF CONTACT FOR ADDITIONAL INFORMATION ON EACH ITEM. WHILE COMMERCIAL PROMOTION WOULD THUS BE LOW-KEY, IT WOULD HAVE THE ADVANTAGES OF A) BRINGING THE CONSUMER PRODUCTS TO THE ATTENTION OF A MASS AUDIENCE; B) IDENTIFYING SUCH PRODUCTS AS NOT ONLY HIGHLY MOARING# THEM A PSYCHOLOGICAL AURA

AS SPACE-RELATED AND C) PROVIDING A MEANS OF TESTING CONSUMER INTEREST. ALL THESE ADVANTAGES ARE SIGNIFICANT IN ITALY WHICH CAN BE A DIFFICULT MARKET FOR US CONSUMER GOODS BECAUSE OF THE FRAGMENTED DISTRIBUTION SYSTEM.VOLPE

NOTE BY OC/T: #AS RECEIVED. WILL BE SERVICED ON REQUEST.

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